



Figurative Language Found in Printed Advertisement



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Abstract

This scientific writing is categorized as a literature that discusses figurative language in advertisements, particularly used in Visitor's Guide to Bali that is one of the tourism elements or facilities in Bali. The title of this paper is "Kinds of Figurative Language Found in Printed Advertisement." In analyzing the figurative languages in these advertisements, I applied the theory from L. Larson in his book entitled Meaning-Based Translation as the main theory and as the supporting theories, I took the theories from a book entitled Matriculation English Course written by Neisfield and David Nunan in his book entitled Discourse Analysis. In this theory, I also found a lot of discussions discussing figurative language. Some other supporting books that relevant to the topic are also used to assist the analysis. The method of analyzing the data is a library research in which the data were taken from the text advertisements of Visitor's Guide to Bali Advertisement.

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1. Introduction

Figurative language is commonly used in an advertisement to make the product advertised to be more interesting. Language is one of the important parts and characteristics form of human behavior. Language has a strong relation to the society because language is a form of communication itself. No one can communicate well without having an ability to understand the language used in the context of communication. Communication is a process that is acted whether between speaker and hearer or between writer and reader. So, in the process, there must be a speaker and a listener, or a writer and a reader who to share the idea with. This definition means that in communication there is a transferring of information whether is it spoken or written. Besides that, the definition mentioned above, language is not an abstract contraction of the learned or of dictionary-maker, but it is something arising out of the work, need, ties, joys, affection, tastes, of a long generation of humanity, and has its bases broad and low, close to the ground. (Victoria Fromkim: *An Introduction to Language*: 1990: 3).

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2. Research Methods

The methodology is very important in doing the scientific research. It must be done by following a scientific procedure to make the research considered scientific. The procedures for developing a research have very influential roles to determine the success of the research. It is also important for the validity of the writing. The methodology that is used in doing the research is the data source, data collection, and data analysis.

This research is discussing figurative language and there are a lot of instruments that can be used as the data source, such as Magazine, Novel, Newspaper, and Bulletin. However, in this paper, the data that I considered more effective to support the analysis is an English Magazine namely *Visitors' Guide to Bali* magazine published by P.T. MEDIA DUTASERVISINDO in 2002. This magazine above is supposed valuable to make my analysis to be qualified.

In term of collecting data related to the topic exposed in this paper, started by library research, I searched the problem by reading many kinds of book and finally I found the problem, and I feel that this problem is the most interesting topic for me to discuss and I decided to choose this topic as the topic discussed in my paper. Afterward, I tried to collect the data by quoting some main idea conveyed by the writer and also some of the main ideas are developed in my own sentences without reducing the real meaning of the idea, and after that, I tried to find some books references, which are relevant to the topic discussed.

Finally, I analyzed the database on the theories and relate them to the topic discussed. The data that have been collected will be analyzed base on the discourse analysis and the theories related to the scope of the problem. Then, I analyze the kinds of meanings from the data collections and the results of the research will be presented descriptively in the final examination.

3. Results and Analysis

Based on the theories in the previous section. I would like to analyze the data that had been collected. The data are found in the written text, in analyzing the data source is used to precise the language function of the texts. Through the discourse analysis approaches the text can be well known by the language users whether in the text can be found the figurative language or not. As previously stated in the previous subsequent, the data will be analyzed from the figurative aspects. To obtain a qualified research, I examine the data based on the theory of the figurative languages typically on the metaphor, personification, hyperbole, similes, and synecdoche. This is to prove whether it is relevant to the theories exposed.

Based on the related studies in the previous chapter, this chapter will be presented the text of figurative languages in an advertisement that was found. Although there are many English magazines that expose I would like to analyze the advertisements are found in magazine namely *Visitors Guide to Bali* and *Bali Advertisement*. The analysis of figurative language will be described in details below.

3.1 Metaphor

The metaphor is a figurative language that is often used to strengthen a sentence to make the sentence more valuable and easier and even more interesting to be understood. Metaphor can help the speaker or the writer to describe a clear imagination through comparison or similarity. The idea carried here is the simplest and well-organized idea, there are two ideas carried in this type of figurative language, the first is the reality (fact) that being the object of the sentence, and the other one is the comparison of the fact and we change this comparison to be the reality. In advertising, we usually find the used of figurative language namely metaphor. The writer or the advertiser of the advertising uses this figurative language to make the product or service more desirable. Metaphor in advertising is shown by using the unreal word is based on the similarity and comparison. The use of this unreal word will create a life mental and impression. In *Visitor' Guide to Bali Advertisements*, I also found this figurative language. Let's see the sentence below in which taken from the magazine;

- a) *The mountains*, however, are also *the bearers of death*. The highest ones are volcanoes, which may unexpectedly unleash the wrath of nature on hapless men down the slope.
(Appendix 4)
- b) *The Taman Burung Bird Park*, situated in Batubulan, is *home* to more than a thousand birds from Indonesia and all over the world. Set in magnificent gardens filled with tropical plants and water features, it also has a restaurant for visitors to have breakfast or afternoon by the singing birds.
(Appendix 2)
- c) *Bali is Labuan Lalang*, the kick-off point to Menjangan Island, an uninhabited island with excellent dive sites.

(Appendix 21)

- d) Lying strategically in the center of the Indonesian Pacific rim which covers the Indian and Pacific oceans, the *Indonesian archipelago* is *home* to a plethora of marine life.

(Appendix 5)

- e) In fact, the tropical marine life Indonesia waters are more diverse than elsewhere in the world and new species are being discovered. Therefore *Bali's* not only a *paradise on land* but also a *paradise of underwater*.

(Appendix 5)

All of the sentences above are categorized as figurative language, particularly metaphor. In the example number 1, we can find the utterance *the mountains* and the utterance *the bearers of death*. These utterances have a comparison each other. The comparison is always appearing because they have a point of similarity. The point of similarity between the utterance *the mountains* and the utterance *the bearers of death* is the same as a sacred that has related to dangerous things. That is why the sentence is called figurative language namely metaphor. At the first, the word *the mountains* are one of place in which just contains many kinds of trees if we near it. It is usually as an object by the tourist or the guest for hiking, camping, adventure, and has a big function to hold on the earthquake such as natural disaster. But if we see from far away, it looks beautiful but sacred. So, the utterance *the mountains* here means an implicit thing that intends to show that the place like the secret place because it's high. According to the view that metaphor is the comparison theory and it is really literal simile with the 'like' or 'as' deleted and the respect of similarity left unspecified. In the case here, the utterance *the bearers of death* has unreal meaning. The utterance actually used to make a comparison with the utterance *the mountains* in order to produce an interesting sentence. In which, whole things that have soul managed by the god, but not a little people believe that high places or the sacred places are as *the bearers of death*. The real meanings that want to deliver here are that *the mountains* we can find the mother of the temple in Bali because there is Besakih temple. So from the comparison above, the reader or the speaker get the sense that the place is very dangerous and sacred to visit.

In the example number 2, we can find the utterance *The Taman Burung Bird Park* and the word *home*. The utterance *The Taman Burung Bird Park* and the word *home* have a comparison. The comparison is always appearing because they have a point similarity. The point of similarity here means those each other as same as the place for rest, sleep, shower, and eat. At first, it is denoting to the person and the second it is denoting to the birds. That is why this sentence is called a metaphor. The utterance *The Taman Burung Bird Park* means the place for a visitor to see many kinds of birds with their unique and the place for the bird's stay, in which there are many kinds of plants for their cage. Here, in this case, the writer or the advertisement want to deliver that *The Taman Burung Bird Park* is as a home for the birds. Because of that utterance makes a comparison between the word *home*. The word *home* which is compared with the metaphorical utterance *The Taman Burung Bird Park* means that it is like having a home for their birds although it means the place for the human being life. So here, the comparison is clear contain in the sentence *The Taman Burung Bird Park*, situated in Batubulan, is *home* to more than a thousand birds from Indonesia and all over the world. That the writer or the advertisers want to send a message that place will make us like stay at home we won't be there.

In the example number 3, there is also figurative language. In the sentence, we can find the utterance *Labuan Lalang* and the word *Bali*. The utterance *Labuan Lalang* and the word *Bali* are categorized as a metaphor. The metaphor is comparison thing. The comparison is always appearing because they have a point of similarity. The point of similarity between the utterance *Labuan Lalang* and the word *Bali* is as same as a beautiful place. That is why this sentence is called figurative language namely metaphor. The word *Bali* in the sentence means a name of an island in Indonesia country. But here *Bali* is told like *Labuan Lalang* which it means one of the names the place that such as beach who people can do everything over there. In fact, the message the writer or the advertisement want to deliver if they come to *Bali* especially the place in *Labuan Lalang*, they will feel the excellent atmosphere by diving that offered by Touch Terminal Bali. If we see again the sentence *Bali is Labuan Lalang*, the kick-off point to Menjangan Island, an uninhabited island with excellent dive sites. It tends has a meaning that *Bali* is like *Labuan Lalang*. However, the comparison between *Bali* and utterance *Labuan Lalang* appear because the real meaning from the text having an implicit think to analyze the sense that the writer or the advertiser wants to deliver. So here, the aims are for persuades the reader or the tourism in order to interest come and enjoy to product or service they offered. Besides that, the comparison is also contained because imagine a thing that has a different meaning.

In the example number 4, we can find the utterance *Indonesia archipelago* and the word *home*. The utterance *Indonesia archipelago* and the word *home* have a comparison. The comparison is always appearing because they

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have a point of similarity. The point of similarity here means those each other as same as beautiful, culture, and art. That is why the sentence is categorized as figurative language namely metaphor. The utterance *Indonesian archipelago* has meanings the place which is contents many islands, beaches, and culture with their beautiful things. Here, in this case, the meaning of *Indonesian archipelago* is a comparison with the word *home* which it does not a real meaning. Even though, they used another word besides person or human being the sentence will always have a figure of metaphor. So, the word *home* has comparison meaning and sense. *Home* is the place of a human. But here in this sentence the word *home* is used for a plethora of marine life. This expression does not a real meaning. The real meaning that the writer or the advertisers want to deliver is when the visitors or the quests come and enjoy the place; they will feel like in-house. So, the sentence of lying strategically in the center of the Indonesian Pacific rim which covers the Indian and Pacific oceans, the Indonesian archipelago is *home* to a plethora of marine life is clear as a figure of metaphor that has the aim to persuades the readers.

In the example number 5, we can find the word *Bali* and the utterance *paradise on land* and the utterance *paradise of underwater*. The utterance *paradise on land* and the utterance *paradise of underwater* have a comparison. The comparison is always appearing because there is a point of similarity. The point of similarity here means those each other as same as beautiful places, a place for a refreshing, and holiday destination. That is why the sentence is categorized as figurative language namely metaphor. Those according to the theory that metaphor is the comparison theory, and it is really literal similes with the like or as deleted. Here Bali is comparing with *paradise on land* and *paradise of underwater*. Here the word Bali is mentioned as *paradise on land* and *paradise of underwater*. Actually is the word Bali means the name of the island that has been in Indonesia country. This expression does not a real paradise, but this expression to express those ideas. The utterance *paradise on land* and *paradise of underwater* does not mean what the people think, but it tends to something for mind and soul such as the pleasure, comfort, joy, and happiness. By combining the word Bali and *paradise on land* followed *paradise of underwater* is to express the characteristics in Bali. So from the comparison above the reader can get the sense that Bali is a place not only called paradise of land but also a paradise of underwater because Bali has a good beach for diving.

So from the examples above we can see the used of metaphor is marked by the use of comparison two things as implicit in which the words like and as deleted. In the advertisement, this kind and function are very useful to give a sense to the reader.

3.2 Personification

Personification is a figurative language which shows that the thing is considered as human life. In the advertisement, the writer usually expresses that the thing advertised can do something like a human. This figurative language can also make a very deep impression on the readers who read the product/service advertisement. This kind of figurative language can be seen in the Visitor Guide to Bali advertisement. The following sentences feature the figurative language in Bali Advertisements;

- a) Sunsets at the beaches are truly spectacular. Coconut leaves are *tossing and dancing, kissed* by the perpetual sea breezes.
(Appendix 3)
- b) The Taman Burung Bird Park, situated in Batubulan, is home more than a thousand birds from Indonesia and all over the world. Set in magnificent gardens filled with tropical plants and water features, it also has a restaurant for visitors to have breakfast or afternoon by *the singing birds*.
(Appendix 2)
- c) Indonesia *offers* a wide range of opportunities for cruises on a variety of vessels.
(Appendix 6)
- d) Bali *offers* surfing die-hards and sun-worshippers foam-created waves lapping gently on pristine sandy beaches.
(Appendix 3)
- e) Maya Ubud Resort Spa *invites* you to spend the Nyepi day in the tranquillity of Peliatan village, Ubud.
(Appendix 16)

The examples above are categorized as the place for the institution personification. In the sentence number 1, we can see the words *tossing and dancing, kissed*. Those are categorized as figurative language namely personification. As the theories used in this paper that the things are considered as human characteristics, it is

personified. We know that the act of *tossing* cannot be done by the coconut leaves, on the contrary, it has a human life. The coconut leaves said that it can *dance*. the word *dancing* just can be performed by the person such as male or female but here the coconut leaves considered as well as the human hand dancing. And the last the *kissed* considered can do by the leaves of coconut, in fact, it verbs denoted to the human life. In the relations of the advertisement are the writer or the advertisers want to delivered message that in Bali's beaches not only offer a good place to do the sport like surfing but also can enjoy a beautiful atmosphere and situation by seeing there are many trees such as coconut leaves in which looks like the human acts; *tossing, dancing, and kissing*. So here, the writer aims to the reader in order to induce an emotion to come and enjoy the place.

In the example number 2, there is an utterance *the singing birds*. In this word, personification is seen that the advertiser meant that the *birds* can do the act that doing by the human life, in which the Taman Bali Bird Park has many kinds of birds in which could produce many several of sounds. From the many several of sounds will be combined to make such as instrumental that seems the song. Because of that, the advertiser writes down the utterance *the singing birds* in order to the listener or the speaker to feel like hear the songs in which could entertain the visitor while enjoyable the breakfast in the morning and lunch in the afternoon that will make romantic situation by singing bird. Therefore, the advertiser wants to describe the atmosphere of Taman Bali Bird Park by dominantly about thousand kinds of bird from the entire world. If the writer writes just many birds, it will not make the visitors interest to visit the Taman Bali Bird Park that located in Batubulan. So the writer or the advertiser eager to give an explanation that besides available breakfast and lunch food the restaurant also has an atmosphere with a good panorama for many kinds of birds with their sound that it writes by using the utterance *the singing bird*.

Offers a wide range of opportunities for cruises on a variety of vessels in the sentence number 3 is personification in this case Indonesia is considered as human or person, because in the sentence state that it can do an act of the offering. Actually, Indonesia cannot do the act of offering on the contrary only human or person who can *offer* a wide range of opportunities for cruises on a variety of vessels. The word has primary meaning that is the name of the country, but here, in this case, the word Indonesia is considered be able to *offer* something. The opening of secondary meaning appears by the word *offer* there is. In this situation, the writer or the advertisers want to deliver that Indonesia has a potential, capacity, and service to serve for cruises.

In the example number 4, we can find the word *offers* too. According to the theory the word *offer* here is considered as human or person in which in the sentence state that it can do an act of the offering. Actually, Bali cannot do the act of offering on the contrary only human or person who can *offer* a wide range of opportunities for cruises on a variety of vessels. In this case, the staffs are very supported in doing a sale of product or service that they *offer*. So here the writer or the advertiser wants to persuade the reader in order to come and enjoy to the place.

In the last example, the word *invites* is the as figurative language of personification. The verb *invites* you to spend the Nyepi day in the tranquility of Peliatan village, Ubud is supposed that Maya Ubud Resort Spa do the act to *invite* people, but actually on the human or person is able to do this, in this case, the staff of Maya Ubud Resort Spa. Maya Ubud Resort is just the place for the people want to relax, enjoy, and satisfied with message besides the hotel they offer to take arrest. In this case, the relation with the advertisement is made the reader or the hearer in order to interest and coming to the resort. They are not only served in daily service but also they will service the quest in the Nyepi day. So, they aim are persuade the reader with the word *invites* they used to express the meaning of the sentence. These are we called personification.

So from the examples above, we can see the used of personification is marked by the use of comparison two things that the things are considered as human characteristics or human life. In the advertisement, this kind and function are very useful to give a sense to the reader.

3.3 Hyperbole

Hyperbole is a figurative language that consists of exaggerated statements in such amount, size, nature, and quality in which the speakers want to give stressing on their statements or situation. The word or sentences are selected in a high quality to cover the whole information about the product or service to be more interesting and the user of this kind of figurative language in advertisement is just to try to catch the audience/reader opinion about the products or service by exaggerating the products by using unreal word but carries high impression when it is read or advertised, of course, the reality is normally different from the advertisement or advertised in public. That is way sometimes customers get to complain because the product or service advertised is not the same how a mention in advertisements. In advertising, it is aimed to make greater, and increase impression to the readers. Let's see the sentence taken from Visitor's Guide to Bali advertisements;

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1. We will prove to you that a *heaven* is a place on the heart.
(Appendix 1)
2. In fact, the tropical marine life in Indonesia waters is more diverse than elsewhere in the world, and new species are being discovered. Therefore, Bali is not only *paradise on land* but also a *paradise underwater*.
(Appendix 8)
3. You can *heal, rejuvenate* and *pamper*. You can bring *celestial luxury right* to our readers. If you want to prove that *heaven on earth* exists, you should be in Soothing.
(Appendix 9)
4. The great Unda River flows through this district and passes through *many beautiful villages*.
(Appendix 5)
5. When the sun sets in the horizontal and thousands of stars *twinkle* in the dark blue sky, Bali's nightspots lure party animals with flashing neon and fluorescent signs, just like flying white ants attracted by lights.
(Appendix 14)
6. The island suddenly *flooded* with the sudden flow of creative ideas and skills, and the culture developed significantly.
(Appendix 10)

All the sentence mention above have a figurative language namely hyperbole. In the sentence number 1, it uses the word *heaven* in which exaggerating the statement. When we hear the word *heaven*, our imagines will feel that *heaven* only being to people who have died. Those are believed by the people on religion. The aim that the advertiser to the reader are in order to the reader when they come there, they will get satisfaction with the entertainment being and also, In fact, their meaning that they want to deliver is the great situation when we come on that place. So, in this case, the word *heaven* is exaggerating the sentence in order to the reader more interesting to enjoy with them.

In the sentence number 2 is also figurative language namely hyperbole. Here it explained that Bali is not only *paradise on land* but also a *paradise underwater*. The writer wants to deliver that Bali is not only famous for Paradise Island but also Bali has a wonderful place with the land, weather, beaches, and tropical. In this case, the advertiser too exaggeration the sentence by paradise is being in Bali. Actually, paradise is being in the magic world. That sentence is not a real meaning but it has the unreal meaning which's called the figurative language of hyperbole. So when one reads this advertisement, what the imagines is satisfaction if he comes and stays in Bali. It means that this figurative language is a very important role in advertising products or service. The sentence is used explanation to stress that Bali too.

In the sentence number 3, there is also hyperbole. In these sentences, the writer uses many words to explain the spa. It is *healing, rejuvenate, pampers, celestial luxury right*, and *heaven on earth* exists. All of that uses hyperbole in which exaggerate the place of spa who can make the people that could be enjoy, relax, and really satisfied with their service. So the advertiser wants if the reader read it, they will have a deep and high impression to the spa because they think that it is the first one.

In the sentence number 4, it can be categorized as the figurative language of hyperbole. We know that from the word *many beautiful villages* in which that sentence exaggerate the Unda River. Here the writer stresses the Unda River can see *many beautiful villages*, in fact, that is not on the contrary many houses with their style and a good panorama can be found when the people come there passes. The word of beautiful is usually used by characteristics of girls. But, in this case, the writer eager in order to the reader that The Unda River will give who come there feel away from home and dream come true. So it has a goal for explaining the Unda River with their exaggeration

In the sentence number 5, we can find the word *twinkle*. The word *twinkle* here is categorized as the figurative language of hyperbole too. The writer uses many of words to exaggeration the Nightlight Hotel. It is *twinkle, flying, and party animals*. All of those sentences are used for explaining the Nightlight Hotel in which the word *horizontal* to have unreal meaning, the real meaning is the sunset in the west. And then the word *twinkle* and *fly* are used for explaining the hotel with their surrounding who can see the sunset, stars, then in hoping the reader can feel like flying and watching many kinds of the lamp in the night. These words will also give a special effect to the readers.

And the last example is also having a figurative language. We can find the word *flood*. The word *flood* here is categorized as figurative language namely hyperbole. The exaggeration is risen up because the word *island* is mentioned that can be flooded with the sudden flow of creative ideas and skills, and the culture developed

significantly. The relation with the advertisement is used for inviting and persuading in other to the reader want to come to the island. So, this is called hyperbole.

So from the examples above we can see the used of hyperbole is marked by exaggerating the sentence in order to the reader more interesting about the product or service they are offering. In the advertisement, this kind and function are very useful to give a sense to the reader.

3.4 Similes

As to my previous description can be reminded here that simile is kind of figurative language which normally uses the words such as: as, as same as, as well as, like, as if. A simile is a figurative language which is expressed by making a comparison of two different matters or items, which is considered to be similar, or the same. The indicator of figurative language termed as “simile” in the used of the item “like” is indicated by the figurative language itself.

Visitor’s Guide to Bali uses this figurative language to get the readers interest in buying the product and to give a very deep impression on them. The sentence below show us simile used in Visitor’s Guide to Bali Advertisement;

1. Durian spiny fruit that smells *like* rotten cheese is the favorite Indonesian delicacy.
(Appendix 17)
2. There are many others buildings than these menus, but to the believer to the most important shrine, located in the center right part of the second yard, is the Padmatiga, a stone structure consisting of what looks *like* three high “seat”, one for each of Siwa the Supreme manifestations.
(Appendix 22)
3. Streetside cafes *like* the ones you find in Paris are ideal for people-watching while the numerous restaurants offer cuisine from around the world.
(Appendix 18)
4. The king was so stubborn in his resistance that he became known by the Majapahit *as* “Pig Head”.
(Appendix 10)
5. When the sun sets in the horizontal and thousands of stars twinkle in the dark blue sky, Bali’s nightspots lure party animals with flashing neon and fluorescent signs, just *like* flying white ants attracted by lights. Tourist areas on this island can cater anything for everyone: whatever your tastes, desires and dreams, they are out there in the many pub, discos, karaoke, lounges, nightclubs, and theatre-restaurant.
(Appendix 14)

To all of the sentences above has a secondary meaning or figurative language particularly namely simile. For the example number 1, we can see the word *like* in the sentence; durian spiny fruit that smells *like* rotten cheese is the favorite Indonesian delicacy. According to the theory that the sentence has a word *like* is categorized as similes but it has to comparison who explicitly and compare the two things. In this case the utterance durian spiny fruit and rotten cheese. Durian spiny fruit said has smelled *like* cheese rotten, actually, it certainly has an especially smells. But here it said *like* cheese rotten in which the word rotten is a mention of rubbish. So here the utterance durian spiny fruit has smelled like rubbish or a dead body. The related with the advertisement is making an emotion for the reader to try to eat that fruit in which it said, it has a bad smell but if we eat it, the taste is delicious. This fruit is also a feature of Indonesia. So, here the writers want to delivers that this fruit very pity to pass when coming to Indonesia.

In the sentence number 2, we can find the words *like* too. The word *like* here is categorized as figurative language namely simile. According to the theory that the sentence has a word ‘as’ or ‘like’ that express two different things are called simile. The word like here is comparing the buildings of temples as seats. In which that is very clear that the writer wants to express the three temples describe that is good to see. Besides, it has a function the way of people in Bali for praying their god, particularly in Hindu. So here the writer wants to describe how the beauty of culture in Bali and hoping of the advertisement in order to the reader interest to invite the temples.

In the sentence number 3, the word *like* is categorized as figurative language particularly namely simile. That word we can find in the sentence street side cafes *like* the ones you find in Paris are ideal for people-watching while the numerous restaurants offer cuisine from around the world. The comparison *like* is appearing between the words *café* and *Paris*. According to the theory the sentence that has a comparison with two things and used the word *like*, it has figurative language namely similes. The word *café* here just have a primary meaning in which that is a place for relaxing, drinks, and take a rest. But, in this case, the sides of café are said like the ones

of place that can be found in *Paris*. In fact, the *café* is stayed in Bali, specifically in Kuta. The related with the advertisement is making an emotional to the readers or the hearer in order to come to Kuta's *café*, enjoy and satisfied with the service and product they offered. So, this sentence can we say having figure meaning.

In the sentence number 4, we can find the word *as* from the sentence the king was so stubborn in his resistance that he became known by the Majapahit *as* "Pig Head". The word *as* here categorized as simile because it compares the two things that have a different meaning. The meaning number one is denoting to the word Majapahit in which it means the building seems like pig head. And the meaning number two is denoting to the real meaning that the building of Majapahit is considered an animal that has a head like a pig. Here the writer or the advertiser wants to deliver that the building of Majapahit is a very unique in which it has a form of a pig head if we see from a far away. In this case, the comparison is appeared because of the word *as* makes a two meaning that real meaning and unreal meaning. So the writer or the advertiser wants to the reader or the hearer interesting to come and see the place with there are many historical memories.

In the sentence number 5, the word *like* is categorized as figurative language particularly namely simile. That word can we find in the sentence when the sun sets in the horizontal and thousands of stars twinkle in the dark blue sky, Bali's nightspots lure party animals with flashing neon and fluorescent signs, just *like* flying white ants attracted by lights. There is also something compare here. There is the situation of Bali's nightspots and the place of Bali's nightspot. First, the word *as* has affected the situation, it informs that Bali's nightspot is the place we can see a fantastic happened in the sky and surrounding of that place. And, second, the writer or the advertisers describe the condition of Bali's nightspot. So here they aim in order to the reader very interesting to get there with service and place they have.

So from the examples above, we can see the used of similes are marked by comparing two things that have a different meaning which is using a word like or as. This is having an aim in order to the reader more interesting about the product or service they are offering. In the advertisement, this kind and function are very useful to give a sense to the reader.

3.5 Synecdoche

Synecdoche in the advertisement is usually presented by using the proper name or a part to express a general concept or a part of the whole. It is very useful in the advertisement because it can create a rhetorical sense for the readers of the advertisement. This figurative language is also used in Visitor's Guide to Bali advertisements as seen in the following examples;

1. Before them, as far back as the thirties, the Hawaiian Robert Koke had settled in Bali, set up the Kuta Beach Hotel, and imported a huge teak board to ride the yet untouched Kuta Beach *waves*.
(Appendix 1)
2. A magnificent example of Klungkung architecture, the Kerta Gosa was used as a venue for the administration of justice by *kings* and priests during pre-colonial times.
(Appendix 8)
3. Not only are rice fields a wonderful display of regular human *hand* in otherwise tropical surrounds, but the island's architecture seems like a gift of harmony addressed to the heavenly gods.
(Appendix 11)
4. In the seas surrounding the island, a myriad of the marine life thrives, providing a supply of fresh catch for the *dinner table*.
(Appendix 12)

The sentences above are classified as a figurative language of synecdoche. In the example number 1, we can see the word *waves* in the sentence. This word is categorized as synecdoche because apart from an object I used for the whole object. A word *wave* is one of thing that just we can see on the beach. Here. The writer wants to deliver the message that Kuta Beach has a good *wave* in which we can do everything with *waves* such as surfing, banana boat, water sport, and parasailing. In using of figurative language here especially synecdoche has functioned with the advertisement that Kuta Beach Hotel beside offer product and service, they also having a beautiful beach to activities that can be done with *waves*. So, in this advertisement, the writer or the advertisers aim in order to the reader and listener interest to come and enjoy the place.

In the example number 2, we can see the words *kings*. The word *kings* are categorized as figurative language namely synecdoche. The word *kings* here mention the meaning a part of the whole, in which this word is denoting to the kingdom. The word a *king* brings about the sense of a general concept. *Kings* is one of a part of

the empire. In this case, the writers want to deliver that Klungkung is the main of the kingdom a long ago. So, the relating of advertisement is for wondering the reader to come and see the famous architecture in Bali.

In the example number 3, we can see the word *hand*. The word *hand* is categorized as figurative language namely synecdoche because of it word denoting to the general concept. In the sentence Not only are rice fields are a wonderful display of regular human *hand* in otherwise tropical surrounds, but the island's architecture seems like a gift of harmony addressed to the heavenly gods, the word *hand* here, it is substitute's person. The advertisers do not really talk about *hand* as part of human body, but they talk about a person, especially for the people who live in Bali. This function in advertising can rice emotion up to the reader or the hearer that want to come to Bali. So, the writer has a goal in order to the quest interest to come for winning and dining. The main aims of the writer are persuaded the reader with Balinese product.

In the example number 4, we can find the utterance *dinner table*. The utterance *dinner table* is categorized as figurative language namely synecdoche. According to the concept of the theory that a part of whole or to general. In this case, the utterance *dinner table* is mentioning apart thing from the restaurant. That is why this sentence is categorized as synecdoche. The other sides, the writer in advertising want to express their product or service in restaurant department. So, the utterance *dinner table* in the sentence in the seas surrounding the island, a myriad of the marine life thrives, providing a supply of fresh catch for the *dinner table* has a general concept or a whole for the restaurant.

So from the examples above, we can see the used of synecdoche are marked by comparing two things that have mention a part denoting to the whole thing or it just said a proper name to the general concept. This is having an aim in order to the reader more interesting about the product or service they are offering. In the advertisement, this kind and function are very useful to give a sense to the reader.

4. Conclusion

As I have described and analyzed the texts of advertisement in the previous chapter some conclusions can be made according to the theories and analysis in this paper. Let's see the following conclusion that I hope to make this paper clearer in analyzing the data in which contain about figurative language particularly found in the printed advertisement.

There five figurative languages discussed in this paper, which dominates the advertisements used by *Visitor's Guide to Bali* as the data source of this paper. Those are a metaphor, personification, hyperbole, simile, and synecdoche.

These figurative languages are commonly used in advertisements in purpose to get the readers or the listeners interest to buy or used the product that offered by the advertiser in their concern. These variations of figurative language are very effective to influence the feeling for the readers because the word or the sentence are well organized, as figurative language has a function to make the products or service to be more desirable. In analyzing the figurative language I can conclude each five of figurative language that was found in the data source.

The metaphor is kind of figurative language which uses comparison and point of similarity. Personification is a figurative language which shows that the thing is considered as a human. Hyperbole is a figurative language which exaggerates the sentence of the statement. A simile is kind of figurative language which also has a comparison but it uses the word 'like' or 'as'. And the last one, Synecdoche in the advertisement is usually presented by using a proper name to express a general concept or a part of the whole.

Kinds of figurative language above are usually used in the printed advertisement because it is badly reed in the marketing of their product and service in order to another people interest and eager to use or buy the product that the advertiser sell. So, whole kinds of advertisement should use figurative language in the advertisements.

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